

NTO Technical Assistance Team
Meeting Summary 4/13/04

Team Goal: To be a support and resource for the Division, Job Centers, and other partners in their efforts to provide information on nontraditional occupations to their customers.

Members Present: Judy Stanton, Karen Showers, Joy Wiggert, Rachelle Ashley, Lynn Jones, Rita Renner, Rachel Jorgenson, Jocelyn Riley, Mary Cirilli, Tina Ginner, Eric Grosso, Jani Larsen. *Others Present* - Courtney Reed Jenkins, Mark W. Wurl

Items Considered:

1. Discussion of Team Goal and Objectives. Members recommended activities under three of the Team objectives.

Objective 1 - Assist the Division in providing technical assistance in NTO – no recommendations.

Objective 2 - Periodically review the Department's NTO web-site to offer suggestions on the content and updating of material.

- ❑ Highlight youth activities. Also, under Resources, the link to "Girls" web-site is not working – needs to be corrected.
- ❑ The WI Technical College System Board has an equity – virtual resource center. It was agreed it should go under Resources. At the next meeting, the Team will review to determine if this is the best place for it.
- ❑ Highlight WI's new self - sufficiency study on the Web-site including the nationwide study at WOW's web-site. Also, recommend DWS require the report's self-sufficiency goals be adopted by Workforce Development Boards in their new five year WIA Plans. A comment was made that it was not just the workforce development boards that should be adopting these standards but all employment and training programs. The Team needs to also consider how these standards could be promoted with all employment and training programs. A question was asked if the Wisconsin Technical College system promoted the self-sufficiency standards. Mary will follow-up by writing a draft recommendation for the Team to consider at our next meeting.

Objectives 3 - Offer recommendations to the Division on the marketing of NTO, especially in skill shortage occupations.

- ❑ Mark Wurl presented ideas about how to market the web-site to Job Center staff. It included using Division newsletters to promote the web-site. For example, use the ASSET Info Line and Employer Record System Newsletter.
- ❑ Rita Renner brought up the need for using marketing tools that include women of color in NTO jobs. Jani Larson's comments supported this.

- ❑ Mary will follow-up with Rachelle Ashley about highlighting NTO jobs in Wisconsin's Tribes.

Objective 4 - Assist the Division in reviewing and updating its NTO publications targeted to Job Centers.

- ❑ Update the NTO Resource Guide with help from updated material developed by Dane County Job Center.
- ❑ Review ASSET's NTO references to determine if appropriate.

2. Discussion of two items on the NTO we-site: the listing of NTO jobs for women and men and "What's New."

- a. NTO Jobs for women and men – Eric Grosso led the discussion and handed out a new report from the 2000 Census.
 - ❑ Members agreed they the new report better than what is currently on the web-site.
 - ❑ It is more job specific than the current data and also gives the equivalent SOC code which is not currently available.
 - ❑ This will make it easier to record in the ASSET system.
 - ❑ It is not as geographic specific as the current data. It is broken down into areas of at least 50,000 people. Members felt it still was more relevant than the current data.
 - ❑ Eric will rework the report so that it can be placed on the NTO website.
- b. "What's New"
 - ❑ Members agreed that the What's New would be updated at least every six months and maybe every three months depending on the issue.
 - ❑ We could use it to put current NTO articles on it.
 - ❑ In March for women's history month, we could do something special for this. For example, focusing on WI. Women and men in nontraditional jobs.
 - ❑ We agreed that all team members are responsible for bringing material to the NTO meeting for updating "What's New" – contact information, resources, etc.
 - ❑ We also talked about including a calendar of events dealing with NTO. Team members would be responsible for emailing or bringing this to Mary's attention.
 - ❑ Include an announcement of Joceyln's new video.

3. Next Meeting – The next meeting is scheduled for August 4, from 1:00 to 2:30pm in Room H206. The agenda will include "whats new", youth career and self sufficiency study.